

We Claim:

1. A bookmark comprising:

an elastic band having a selected width and a selected thickness, the elastic band being expandable from a relaxed condition to a stretched condition when placed over a page of a book and over an outside cover of the book;

a slider mounted on the elastic band, the slider having an outer surface facing away from the elastic band and an inner surface facing toward the elastic band;

a image support area on the outer surface of the slider, the image support area having a width greater than the width of the elastic band and having an image thereon;

first and second wings extending from the display surface the first and second wings having flanges thereon which are folded to form first and second tubes for receiving the elastic band therethrough with the elastic band being exposed between the first and second tubes for direct contact with a cover of a book with which the bookmark is used, and

first and second gaps in the first and second tubes, the gaps being between opposed edges of the flanges folded to form the first and second tubes, the gaps each having a width sufficiently large to receive the edge of the elastic band therethrough at least when the elastic band is stretched.

2. The bookmark of claim 1 wherein the image support area of the slider has a sticker adhered thereto, the sticker having an image on a front surface thereof

and adhesive on the back surface thereof, wherein the sticker is secured by the adhesive to the display substrate.

3. The bookmark of claim 2 wherein the display surface is indented with respect to the front surface of the wings and has a rim portion which extends around the sticker.

4. The bookmark of claim 3 wherein the display surface is circular and the sticker is circular.

5. The bookmark of claim 4 wherein the tubes have internal edges and external edges, the internal edges being spaced from one another by the diameter of the display substrate wherein the band is exposed as the band extends beneath the display substrate.

6. The bookmark of claim 5 wherein when the elastic band is in the relaxed condition it frictionally engages with the inner surfaces of the tubes and the edges of the tubes with a higher frictional force than occurs when the band is relaxed.